



## *Implementation of Fairfax County's Solid Waste Management Plan Actions*

This chapter presents Fairfax County's implementation of the SWMP actions described in Chapter 11. This implementation plan discusses each SWMP action, highlighting the required implementation steps, the responsible party(ies), and the proposed timeframe for implementation. The plan presented in this chapter was developed as a guide; implementation parameters will likely change over the SWMP planning period.

### **Source Reduction and Reuse**

#### **Improve Public Outreach and Education**

##### **Implementation Steps**

The implementation of this action involves the following steps:

1. *Evaluate Source Reduction and Reuse Messages.* County staff will continually evaluate potential source reduction and reuse messages and themes that will promote reduction of waste generation in the county.
2. *Develop Promotion Strategies.* The county will reinvigorate its marketing strategy for source reduction and reuse, including determining marketing goals, evaluating cost feasibility, refining target audiences, and developing promotion campaigns (e.g., media, county events, etc). The Board of Supervisors will assist in developing and approving the strategy and plan. The County Executive will ensure that strategies designed for county organizations are implemented. Public Affairs will include

marketing messages in county publications, as appropriate.

3. *Execute Public Outreach.* The county will use media and other outlets to execute the promotion strategies for each source reduction and reuse message. The county will manage public outreach strategically, focusing on maximizing the communication of the county's core source reduction and reuse messages. The county will use media sources and schedule public outreach continuously throughout the year. The county will encourage the use of paperless communication methods.
4. *Review Program Performance.* The county will review the performance of the promotion of the source reduction and reuse messages. Based on these reviews, the county may choose to increase promotion, revise the marketing strategy, or reallocate resources to more effective programs.

#### **Implementation Responsibility**

Fairfax County Department of Public Works and Environmental Services (DPWES) will have primary responsibility for evaluating source reduction and reuse in the county, setting the source reduction and reuse strategy and core messages, and executing the public outreach and education program. Public Affairs will assist in marketing the source reduction and reuse messages.

#### **Implementation Timeframe**

The county can implement this action immediately and continue throughout the SWMP planning period.

### **Promote Public/Private Source Reduction and Reuse Programs**

#### **Implementation Steps**

The implementation of this action involves the following steps:

1. *Evaluate Potential Source Reduction and Reuse Programs and Public/Private Partnership Opportunities.* The county will continually evaluate potential source reduction and reuse programs for promotion by the county. The county will seek to partner with private firms, including national groups, for source reduction and reuse programs.
2. *Market/Promote Source Reduction and Reuse Programs.* The county will create a marketing strategy for each source reduction and reuse program, including developing a message, evaluating target audiences, and developing promotion campaigns (e.g., media, county events, etc). The county will work with Public Affairs to include marketing messages in county publications. The county

will prepare award write-ups to recognize successful source reduction and reuse efforts. The county will encourage the use of paperless communication methods.

3. *Review Program Performance.* The county will review the performance of the source reduction and reuse programs it promotes. Based on these reviews, the county may choose to increase promotion, revise the marketing strategy, or reallocate resources to more effective programs.

#### **Implementation Responsibility**

The Fairfax County DPWES will have primary responsibility for evaluating and recommending source reduction and reuse programs. Each source reduction and reuse program must have support by the Fairfax County Board of Supervisors before adoption. DPWES Land Development Services may assist in programs that target builders during the permitting process.

#### **Implementation Timeframe**

The county can implement this action immediately and continue throughout the SWMP planning period.

### **Promote a Residential Yard Waste Composting and/or Grasscycling Program**

#### **Implementation Steps**

The implementation of this action involves the following steps:

1. *Design Residential Yard Waste Composting and/or Grasscycling Programs.* The county will evaluate methods to encourage backyard composting and the use of mulching lawnmowers. The county will also research the feasibility of providing composting bins to citizens and potential incentives for composting and grasscycling. Based on the research, the county will design the programs.
2. *Market/Promote Source Reduction and Reuse Programs.* The county will create a marketing strategy for the composting and grasscycling programs, including developing a message, evaluating target audiences, and developing promotion campaigns (e.g., media, county events, etc). The county will work with Public Affairs to include marketing messages in county publications. The county will prepare award write-ups to recognize successful source reduction and reuse efforts. The county will encourage the use of paperless communication methods.

3. *Review Program Performance.* The county will review the performance of the composting and grasscycling programs it promotes. Based on these reviews, the county may choose to increase promotion, revise the marketing strategy, or reallocate resources to more effective programs.

#### **Implementation Responsibility**

The Fairfax County DPWES will have primary responsibility for evaluating and recommending composting and grasscycling programs.

#### **Implementation Timeframe**

The county can implement this action immediately and continue throughout the SWMP planning period.

### **Develop a Regional Approach to CDD Source Reduction and Reuse**

#### **Implementation Steps**

The implementation of this action involves the following steps:

1. *Identify Regional Partnership.* The county will evaluate partnerships with Northern Virginia Regional Commission (NVRC), Metropolitan Washington Council of Governments (MWCOC), Arlington County, Loudoun County, and/or other cities or counties. Fairfax County will garner political support of all jurisdictions involved.
2. *Evaluate Regional CDD Source Reduction and Reuse Approaches.* The regional partnership will complete a study of CDD source reduction and reuse approaches, including anticipated benefits and ease of implementation.
3. *Develop Regional Approaches.* Based on this analysis, the regional partnership will select and develop regional CDD source reduction and reuse approaches.
4. *Review Program Performance and Adjust Approach.* Periodically review performance of regional CDD source reduction and reuse approaches and make adjustments as required.

#### **Implementation Responsibility**

Fairfax County will take the initiative in working with NVRC, MWCOC, Arlington County, Loudoun County, and/or other cities or counties to identify a regional partnership. This partnership will have primary responsibility for evaluating CDD source reduction and reuse in the region and establishing and executing the regional approach.

**Implementation Timeframe**

The county can implement this action immediately and continue throughout the SWMP planning period. The urgency of this action will likely be driven by a shortage of CDD disposal capacity for the county.

**Implement County Internal Source Reduction and Reuse Programs****Implementation Steps**

The implementation of this action involves the following steps:

1. *Evaluate Government Source Reduction and Reuse Policy.* The county will identify the strategy for source reduction and reuse in government buildings, procurement, and construction projects. The county will research existing Federal and State policy and requirements for source reduction and reuse to establish the baseline county policy
2. *Draft Source Reduction and Reuse Plan.* The county will create a draft plan to implement the strategy for source reduction and reuse in government buildings, procurement, and construction projects. The plan will be refined through internal government meetings.
3. *Execute Policy and Plan.* The county will finalize the source reduction and reuse program for government buildings and construction projects. The county will revise existing Procedural Memoranda outlining internal source reduction and reuse guidelines and directing staff to include specific source reduction and reuse requirements in future contracts, construction projects, bid arrangements, etc.
4. *Review Program Performance.* The county will review the performance of the source reduction and reuse policy. Based on these reviews, the county may choose to revise the policy. The county may consider recognizing and publicizing successful efforts through awards.

**Implementation Responsibility**

The Fairfax County DPWES will have primary responsibility for evaluating and recommending source reduction and reuse internal policy. The County Attorney, Department of Purchasing and Supply Management (DPSM), and County Executive are also responsible for developing and implementing the new policies. The source reduction and reuse policy must have support by the Fairfax County Board of Supervisors before adoption.

### **Implementation Timeframe**

The county can implement this action immediately and continue throughout the SWMP planning period.

## **Recycling**

### **Promote Public/Private Recycling Programs**

#### **Implementation Steps**

The implementation of this action involves the following steps:

1. *Evaluate Potential Recycling Programs.* The county will continually evaluate potential recycling programs for promotion by the county. The county will also evaluate potential internal county initiatives, and revise Procedural Memoranda as necessary. The county will seek to partner with private firms, including national groups, for recycling programs such as the Rechargeable Battery Recycling Corporation to divert rechargeable and especially NiCad batteries from the waste stream.
2. *Market/Promote Recycling Programs.* The county will create a marketing strategy for each recycling program, including developing a message, evaluating target audiences, and developing promotion campaigns (e.g., media, county events, etc). The county will work with Public Affairs to include marketing messages in county publications.
3. *Review Program Performance.* The county will review the performance of the recycling programs it promotes. Based on these reviews, the county may choose to increase promotion, revise the marketing strategy, or reallocate resources to more effective programs.

#### **Implementation Responsibility**

The Fairfax County DPWES will have primary responsibility for evaluating and recommending recycling programs.

### **Implementation Timeframe**

The county can implement this action immediately and continue throughout the SWMP planning period.

### **Improve Public Outreach and Education**

#### **Implementation Steps**

The implementation of this action involves the following steps:

1. *Evaluate Recycling Messages.* The county will continually evaluate potential recycling messages and themes that will promote increased recycling in the county. Recycling programs must align with other disposal programs and implementation of the SWMP throughout the planning period.
2. *Develop Promotion Strategies.* The county will create a marketing strategy for each recycling message, including determining marketing goals, evaluating cost feasibility, refining target audiences, and developing promotion campaigns (e.g., media, county events, etc). The county will work with Public Affairs to include marketing messages in county publications.
3. *Execute Public Outreach.* The county will use media and other outlets to execute the promotion strategies for each recycling message. The county will manage public outreach strategically, focusing on maximizing the communication of the county's core recycling messages. The county will use media sources and schedule public outreach continuously throughout the year. The county will encourage the use of paperless communication methods. County media resources will include Public Affairs, DPSP, Park Authority, and Fairfax County Public Schools (FCPS).
4. *Review Program Performance.* The county will review the performance of the promotion of the recycling messages. Based on these reviews, the county may choose to increase promotion, revise the marketing strategy, or reallocate resources to more effective programs.

#### **Implementation Responsibility**

The Fairfax County DPWES will have primary responsibility for evaluating recycling in the county, setting the recycling strategy and core messages, and executing the public outreach and education program.

#### **Implementation Timeframe**

The county can implement this action immediately and continue throughout the SWMP planning period.

### **Increase Business Recycling by Reducing Commercial Recycling Thresholds**

#### **Implementation Steps**

The implementation of this action involves the following steps:

1. *Evaluate Commercial Recycling Threshold Alternatives.*  
The county will analyze the breakdown of businesses in

the county by number of employees and waste generation and their current recycling practices. The county will then research the projected impacts of alternative recycling thresholds for businesses.

2. *Draft New Commercial Recycling Threshold.* The county will draft proposed changes to recycling thresholds for businesses.
3. *Conduct Public Meetings.* Fairfax County will conduct a series of meetings with businesses, commercial building managers, and haulers to help develop the revised commercial recycling threshold and changes to county code.
4. *Finalize Policy/Code Changes.* Based on the public input, the county will finalize the changes to the commercial recycling threshold. The county will conduct informational meetings to introduce the new recycling threshold to businesses.
5. *Revise County Policy.* Obtain Fairfax County Executive approval of policy and notify the Board of Supervisors. Change County Code Chapter 109 as required. Implement with hauling companies, if applicable.
6. *Public Education.* Develop public awareness campaign for businesses, commercial building managers, haulers, and other stakeholders about new recycling thresholds.
7. *Enforce Policy and Review Performance.* Review performance of new threshold; enforce policy as necessary. Evaluate how the new threshold is impacting recycling quantities and revise if needed.

#### **Implementation Responsibility**

The Fairfax County DPWES is responsible for changing and enforcing County Code, Chapter 109 and will have the primary responsibility for administering the revised commercial recycling thresholds. Businesses, commercial building managers, and private haulers will be responsible for abiding by the requirements of the new county commercial recycling thresholds.

#### **Implementation Timeframe**

The county can implement this action immediately and continue throughout the SWMP planning period.



## **Expand Curbside Recyclables Collected to Include Mixed Paper, Plastic Bottles, and Cardboard**

### **Implementation Steps**

County residents who were involved in the development of the plan overwhelmingly supported this initiative. Citizens at several community meetings and 91.5 percent of those responding to a public opinion survey wanted to add other materials for curbside recycling such as mixed paper, plastic bottles, and cardboard. The implementation of this action involves the following steps:

1. *Draft Proposed Changes.* The county will draft proposed changes to county code, policies and/or procedures in conjunction with internal and external stakeholders.
2. *Conduct Public Meetings.* Fairfax County will conduct a series of meetings with county citizens, businesses, and haulers to help develop changes to county code, policies and/or procedures. The county will, at the minimum, hold several public meetings countywide, and prepare a Public Hearing, if required.
3. *Finalize Policy/Code Changes.* Based on the public input, the county will finalize the changes to county code, policies and/or procedures for recycling. The county will conduct public informational meetings to introduce the new recycling policies. If the county directly manages residential MSW collection, recycling regulatory or policy changes will be incorporated into collection contracts.
4. *Revise County Policy.* Director DPWES will approve the policy changes and notify the County Executive who will in turn notify the Board of Supervisors about the changes. Change County Code Chapter 109 as required. Implement with collection companies, if applicable.
5. *Public Education.* Develop public awareness campaign for citizens, businesses, haulers, and other stakeholders about new recycling policy.
6. *Enforce Policy.* County staff will provide advisory enforcement of the new policies to allow citizens and businesses time to become familiar with the new code requirements.
7. *Review Performance.* County staff will review performance of new policy, evaluate how the new policy is impacting recycling quantities, and revise if needed.

### **Implementation Responsibility**

The Fairfax County DPWES is responsible for changing and enforcing County Code, Chapter 109 and will have the primary responsibility for

administering the recycling policy in the county. Citizens, businesses, and private haulers will be responsible for abiding by the requirements of the new county policy.

#### **Implementation Timeframe**

The county can implement this action immediately and continue throughout the SWMP planning period. Expansion of recyclables will likely be incorporated in collection contracts if the county directly oversees residential collection services countywide.

### **Promote CDD Recycling at a County Location**

#### **Implementation Steps**

The implementation of this action involves the following steps:

1. *Review CDD Recycling Requirements.* Evaluate future CDD recycling requirements.
2. *Enhance Screening and Sorting of CDD Recyclables.* Conduct as much sorting of incoming CDD as time, personnel and equipment allow during the short-term. Pick and transfer CDD materials for recycling that make sense.
3. *Evaluate Private Partnerships.* As CDD continues to increase and disposal capacity gets more expensive, evaluate potential partnerships for the construction of the CDD recycling facility so that the county does not bear the full cost of the project.
4. *Evaluate Potential Facility Sites.* Fairfax County, and, if applicable, the private partner will evaluate potential locations in the county for siting the CDD recycling facility. The I-66 Transfer Station or the I-95 Complex are currently the most logical locations, but other sites will be fully considered. As part of the site selection process, Fairfax County will evaluate the impacts of establishing a CDD recycling facility on the surrounding community.
5. *Design CDD Recycling Facility.* If it is determined that a CDD Recycling Facility is needed and funds allow, Fairfax County staff will design or contract for design of the layout and traffic flow of the CDD recycling facility. The county and partner (if applicable) will evaluate processing technologies and markets for the sale of CDD recyclables. The county will work the Planning Commission and VDEQ for acceptance.
6. *Contract for Construction.* If construction of a CDD facility is required, prepare bids for construction of the facility or work with private company to facilitate the construction. Promote public/private partnerships for the facility.

7. *Promote CDD Recycling at Facilities.* Develop public outreach and education about CDD recycling facilities.

8. *Review Facility Performance.* The county will review the performance of the CDD recycling facility, including traffic and workflow, after six months and make changes as required.

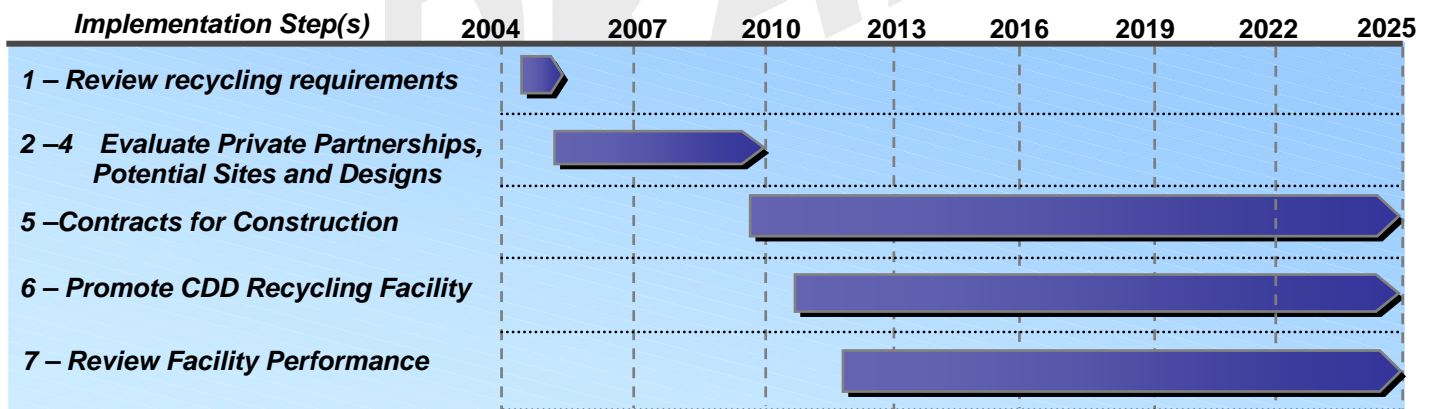
### Implementation Responsibility

The Fairfax County DPWES will have primary responsibility for implementing this action.

### Implementation Timeframe

The implementation of this action may be accelerated by a lack of CDD disposal capacity or high prices for CDD disposal. The county will begin reviewing CDD recycling requirements in FY2005. Evaluation of private partnerships, potential sites, and designs for the new recycling facility will begin in FY2006. Construction and promotion of the CDD recycling facility will begin at the earliest in FY2010. Operational improvements will continue during the SWMP planning period. Figure 12-2 shows the timeline for the implementation of this action.

Figure 12-1. Implementation Timeline - Promote CDD Recycling at a County Location



## Revise Regulations to Enhance Recycling

### Implementation Steps

The implementation of this action involves the following steps:

1. *Draft Proposed Changes.* The county will investigate and draft proposed changes to County Code, policies and/or procedures in conjunction with internal and external stakeholders. Some potential changes include increasing the materials collected at government facilities and schools, increasing MSW recycling inspections, and

implementing an incentive-based system to promote CDD recycling.

2. *Conduct Public Meetings.* Fairfax County will conduct a series of meetings with county citizens, businesses, and haulers to help develop changes to County Code, policies and/or procedures. The county will, at the minimum, hold several public meetings countywide, and prepare a Public Hearing, if required.
3. *Finalize Policy/Code Changes.* Based on the public input, the county will finalize the changes to County Code, policies and/or procedures for recycling. The county will conduct public informational meetings to introduce the new recycling policies. If the county directly manages residential MSW collection, recycling regulatory or policy changes will be incorporated into collection contracts.
4. *Revise County Policy.* Director DPWES will approve the policy changes and notify the County Executive who will in turn notify the Board of Supervisors about the changes. Change County Code Chapter 109 as required. Implement with collection companies, if applicable.
5. *Public Education.* Develop public awareness campaign for citizens, businesses, haulers, and other stakeholders about new recycling policy.
6. *Enforce Policy.* County staff will provide advisory enforcement of the new policies to allow citizens and businesses time to become familiar with the new code requirements.
7. *Review Performance.* County staff will review performance of new policy, evaluate how the new policy is impacting recycling quantities, and revise if needed.

#### **Implementation Responsibility**

The Fairfax County DPWES is responsible for changing and enforcing County Code, Chapter 109 and will have the primary responsibility for administering the recycling policy in the county. Citizens, businesses, and private haulers will be responsible for abiding by the requirements of the new county policy.

#### **Implementation Timeframe**

The county can implement this action immediately and continue throughout the SWMP planning period. Many of these recycling policy changes will likely be incorporated in collection contracts if the county directly oversees residential collection services countywide.

## **Find Suitable Recycling Alternatives for Multiunit Buildings**

### **Implementation Steps**

The implementation of this action involves the following steps:

1. *Determine Multiunit Building Recycling Requirements.* The county will revise regulations for the permit process for new multiunit building construction. County staff will investigate existing multiunit building recycling facilities and search for ways to make recycling available and convenient. The county will draft proposed changes to County Code, policies and/or procedures; potential changes include (1) adding enhanced recycling requirements to multiunit building permits and (2) increasing baseline MSW recycling requirements for multiunit buildings.
2. *Execute Strategy Countywide.* Obtain Fairfax County Executive approval of strategies and notify the Board of Supervisors. Change County Code Chapter 109 as required. Implement with construction companies, if applicable. The county will promote the multiunit building recycling strategy extensively through increased public outreach and education to residents, building owners, construction companies, haulers, and other stakeholders. Work with building owners to implement reasonable retrofits of existing buildings.
3. *Public Education.* Develop public awareness campaign for citizens, building owners, construction companies, haulers, and other stakeholders about new MSW multiunit building recycling requirements.
4. *Enforce and Review Performance.* Review performance of new recycling requirements; enforce as necessary. Evaluate how the new strategy is impacting multiunit building recycling quantities and revise if needed.

### **Implementation Responsibility**

The Fairfax County DPWES will take the lead in expanding the multiunit building recycling program.

### **Implementation Timeframe**

The county can begin to develop recycling strategies immediately; the implementation of this action will continue throughout the SWMP planning period.

## **Continue Using the Current Yard Waste Recycling System**

### **Implementation Steps**

In order to implement this action, the county does not need to change its current operations, with the exception of contracting for out-of-county composting capacity.

County and private companies will develop contracts with out-of-county composting facilities to secure capacity for the recycling of county-generated yard waste. Under this action, securing yard waste composting capacity is the responsibility of the county (for yard waste handled at county transfer facilities) and private haulers (for yard waste they collect and send directly to composting facilities).

The implementation of this action involves the following steps:

1. *Evaluate Yard Waste Capacity Requirements.* The county will complete a study of yard waste composting capacity required for county-generated yard waste and the remaining capacity in the region. Communicate and partner with private hauling companies to determine capacity requirements. Based on this study, the county and private haulers will determine the amount of capacity it will need to contract for, if any.
2. *Negotiate and Establish Contracts.* The county and private haulers will negotiate and establish contracts with as many yard waste composting facilities as necessary to provide the required capacity.
3. *Review Capacity Requirements and Adjust Contracts.* Review yard waste composting capacity requirements (Step #1) periodically and make adjustments in the contracts as required.

### **Implementation Responsibility**

County and private companies will develop contracts with out-of-county composting facilities to secure capacity. The Fairfax County DPWES will have responsibility for monitoring availability of yard waste composting capacity.

### **Implementation Timeframe**

The county will implement this action immediately by evaluating yard waste composting capacity; reviews of yard waste composting capacity will continue throughout the SWMP planning period. County or private haulers will identify when yard waste composting capacity issues require contracts.

## **Promote Additional Waste Exchanges among Jurisdictions**

### **Implementation Steps**

County staff will continue to pursue additional waste exchanges with other jurisdictions throughout the SWMP planning period.

### **Implementation Responsibility**

The Fairfax County DPWES will take the lead in promoting waste exchanges with other jurisdictions.

### **Implementation Timeframe**

The county can implement this action immediately and continue throughout the SWMP planning period.

## **Encourage VDOT to Use Recycled Materials in Road Construction**

### **Implementation Steps**

The implementation of this action involves the following steps:

1. *Determine Approach.* The county will evaluate strategies for encouraging the Virginia Department of Transportation (VDOT) to use recycled materials in road construction. Some approaches include:
  - A regional approach with NVRC and/or MWCOG.
  - The Fairfax County Board of Supervisors adding the issue to its legislative package for the Virginia General Assembly.
  - Board of Supervisors making personal visits to the Virginia General Assembly to testify in a Committee.
  - Work with the Virginia Department of Environmental Quality (VDEQ) and/or professional organizations.
  - County Executive writing letter to Director VDOT asking for study of the use of recycled materials in road construction. Projects could be in Fairfax County.
2. *Execute Approach.* Obtain Fairfax County Executive approval of strategies and ask the Board of Supervisors for their involvement. Execute approach to encourage VDOT to use recycled materials in road construction.
3. *Review Performance.* Evaluate how the approach is impacting use of recycled materials in road construction and revise if needed.

### **Implementation Responsibility**

VDOT is responsible for using recycled materials in road construction. The Fairfax County DPWES, Board of Supervisors, and County Executive will take the lead in encouraging VDOT to use recycled materials in road construction.

### **Implementation Timeframe**

The county can implement this action immediately and continue throughout the SWMP planning period.

## **Support Expansion of MRF Capacity**

### **Implementation Steps**

The implementation of this action involves the following steps:

1. *Determine MRF Capacity Requirements.* The county will monitor (on an annual basis) the quantities of county-generated recyclables and the capacity of available MRFs. The county will assess if capacity needs require expansion of existing MRFs or construction of new MRFs.
2. *Promote Expansion or Construction of MRFs.* Fairfax County will support companies in permitting and zoning requirements to expand existing MRFs or, if necessary, build a new MRF.

### **Implementation Responsibility**

The Fairfax County DPWES will take the lead in facilitating the expansion of MRF capacity in the county. Planning and Zoning will work with DPWES in facilitating the permitting and zoning of new or expanded MRFs.

### **Implementation Timeframe**

The county can implement this action immediately and continue throughout the SWMP planning period.

## **Continue Using the Current Special Wastes Management System**

### **Implementation Steps**

In order to implement this action, the county does not need to change its current operations.

## **Collection**

### **County Oversees Residential Collection Services**

#### **Implementation Steps**

The implementation of this action will take a minimum of two years. The exact implementation steps will need to be studied carefully so that the